

## KC BizCare – Business Customer Service Center

**DATE:** May 24, 2012

**TO:** Richard Usher, Assistant to the City Manager

**FROM**: John Pajor, KC BizCare

**SUBJECT:** Monthly Report – April 2012

In April we engaged in a variety of activities to help business customers access information. Here is a summary:

- The UMKC Small Business and Technology Development Center offered a three hour course on construction cost estimating on April 5. We posted a flyer about this event in our resource area, shared the information with customers who offer construction services and forwarded the notice to our resource partners.
- Master Patrol Officer James Schriever from the KCPD Central Patrol Division met with staff on April 12 to discuss police efforts to help business owners prevent crime. Officer Schriever stressed that effective prevention depends on a partnership between citizens and police. He encourages people to stay informed about what is happening in their area and to report illegal activity. To learn more about the services that the KCPD offers visit their website at: <a href="http://www.kcmo.org/police/index.htm">http://www.kcmo.org/police/index.htm</a>
- On April 19 Sharon Kingsbury and Angelene Grady gave a presentation to the South Kansas City Chamber monthly luncheon about the services that KC BizCare offers. Later that afternoon staff attended a microloan program seminar co-sponsored by the Women's Business Center and the Justine Petersen organization.
- Small Biz Day was a four hour resource and education forum for entrepreneurs offered by the Federal Reserve Bank of Kansas City on April 21. KC BizCare staff hosted a table at the event.
- The KCMO I.T. Department has retained a consultant to assist with a redesign of the KCMO web page. Our office provided the consultant with a list of more than twenty contacts who were willing to participate in a focus group specifically tailored for business users.

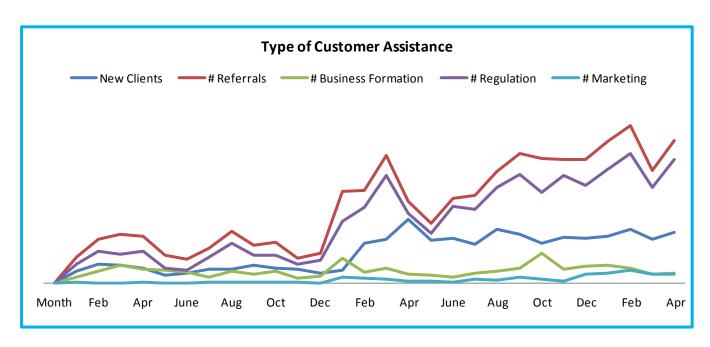
The month closed with a Special Committee on Small Business press conference that highlighted four businesses that have received microloans from the Justine Petersen organization. The Committee announced that additional financial support for lending program will come from the River Market Loan Fund.

Referrals to City, State, Federal Departments & Resource Partne	ers - April 2012	# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Business Licensing	Regulatory	147
Finance - Earnings Tax	Regulatory	1
Fire Marshall	Regulatory	1
General Services - Procurement	Business Formation	2
Health - Food Protection	Regulatory	6
Housing - Property Preservation	Regulatory	1
Human Relations - M/WBE Program	Business Formation	4
KC BizCare	Business Formation	2
Neighborhood & Community Services - Rental Registration Program	Regulatory	1
Neighborhood & Community Services - Regulated Industries	Regulatory	7
Planning & Development - Building Codes	Regulatory	2
Planning & Development - Citywide Planning	Business Formation	1
Planning & Development - Contractor Licensing	Regulatory	1
Planning & Development - Development Management	Regulatory	6
Planning & Development - Home-based Business, IB # 117	Regulatory	70
Planning & Development - Permits Division	Regulatory	8
Planning & Development - Zoning Clearance	Regulatory	164
State Departments		
Missouri Dept of Revenue	Regulatory	8
Missouri Office of Equal Opportunity	Regulatory	1
Missouri Secretary of State	Regulatory	23
Federal Departments & Agencies	j	
IRS Small Business & Taxpayer Information	Regulatory	8
Small Business Administration	Business Formation	1
Resource Partners		
City of Blue Springs - Business License Office	Regulatory	1
City of Raytown - Business License Office	Regulatory	2
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	8
Google - Get Your Business Online	Business Form/Marketing	13
H & R Block Business and Career Center	Business Formation	6
Hispanic Economic Development Corporation	Business Form/Marketing	4
Independence Regional Ennovation Center	Business Formation	1
Internet Webpage Information	Business Form/Marketing	8
Justine Petersen Micro-lending Program	Business Formation	6
Kansas Secretary of State	Regulatory	1
KCSourceLink	Business Form/Marketing	1
Mid-America Regional Council	Business Form/Marketing	1
Midwest Center for Nonprofit Leadership	Business Formation	1
Northeast Kansas City Chamber of Commerce	Business Form/Marketing	4
Northland Neighborhoods Inc	Business Form/Marketing	2
Northland Regional Chamber of Commerce	Business Form/Marketing	1
SCORE of Kansas City	Business Formation	5
The Women's Business Center	Business Formation	1
Total Referrals:	Dusiness i Ulliation	531

Networking Contacts	April 2012
Entity	Date
Neighborhood & Healthy Communities Committee	4/2/2012
Kansas City Police Department	4/12/2012
City Plan Commission	4/17/2012
Economic Development Corporation	4/19/2012
South Kansas City Chamber of Commerce	4/19/2012
Federal Reserve Bank of KC, Small Biz Expo	4/21/2012
Kansas Small Business Development Center	4/25/2012
Kauffman Foundation	4/25/2012

Month	First Time in Business	New Clients	%	Home-based Business	%
August	22	200	11.0%	77	38.5%
September	56	180	31.1%	56	31.1%
October	40	148	27.0%	47	31.8%
November	45	170	26.5%	45	26.5%
December	48	166	28.9%	41	24.7%
January	59	175	33.7%	55	31.4%
February	86	201	42.8%	72	35.8%
March	72	161	44.7%	61	37.9%
April	87	189	46.0%	70	37.0%
	515	1590	32.4%	524	33.0%





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients June 2009 - YTD	3156	3357	3518	3707
Month of 2012	Jan	Feb	Mar	Apr
Number of referrals	524	586	419	531
Number assisted with business formation	66	57	33	38
Number assisted with regulatory/licensing	421	483	354	459
Number assisted with marketing	37	47	32	34
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%
% of clients follow -up w ithin 3 w eeks	N/A	N/A	N/A	N/A
Number of networking events	4	20	18	8
Average satisfaction rate YTD	10	10	10	10

Of the 2080 businesses and individuals served in 2011,	we recorded	d NAICS cod	des for 2001.
This is how the data breaks out by industry/business ac	tivity:		
2011 Business Customers by NAICS Code			
Primary business activity:	#	%	
Agriculture, forestry, fishing	3	0.1%	
Mining	2	0.1%	
Utilities	2	0.1%	
Construction and trades	241	12.0%	
Manufacturing	78	3.9%	
Wholesale trade	60	3.0%	
Motor vehicle parts & dealers	121	6.0%	
Retail trade/including electronic shopping	330	16.5%	
Transportation/warehousing	56	2.8%	
Information/communication	27	1.3%	
Finance/insurance	38	1.9%	
Real estate/ rental leasing	54	2.7%	
Professional/scientific/technical services	169	8.4%	
Administrative support / waste management services	210	10.5%	
Educational services	20	1.0%	
Healthcare and social assistance	70	3.5%	
Arts, entertainment, or recreation	79	3.9%	
Accomodations or food service	167	8.3%	
Other services, including repair and personal services	254	12.7%	
Religious, grant making, civic organizations	20	1.0%	
Total:	2001	100.0%	

- Agriculture, forestry, fishing
- Mining
- Utilities
- Construction and trades
- Manufacturing
- Wholesale trade
- Motor vehicle parts & dealers
- Retail trade/including electronic shopping
- Transportation/warehousing
- Information/communication
- Finance/insurance
- Real estate/ rental leasing
- Professional/scientific/technical services
- Administrative support / waste management services
- Educational services
- Healthcare and social assistance
- Arts, entertainment, or recreation
- Accomodations or food service
- Other services, including repair and personal services
- Religious, grant making, civic organizations

